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Home
of
the
Everbearers

Plants
by
Mail
Our
Specialty



Residence of C. N. Flansburgh, Round Lake Fruit Farm, two miles east of Jackson's
southeast city limits; one mile south of Michigan Center
Address—C. N. Flansburgh & Son, R. F. D. No. 7, Jackson, Mich.

SPRING 1929

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Yours
for
Life
Worth
Living
in
Country
or
in
Town

Come and See

FRIENDS—In these days of the automobile when so many of you come after your own plants, sometimes a hundred miles or more if wanted in large amount, with but little time to wait, it is the more important that we have due notice, **received** at least the day before, remembering that we are on R. F. D. as above with incoming mail but once a day.

Fresh Dug Plants

(Every strawberry plant from us must be fresh dug)

With this understanding we are more than pleased to have you come after them in person. It might well be to our mutual advantage if you did have to stay awhile and look around at this time and later come and see our most dependable varieties in fruit and certain new varieties on trial not found elsewhere. As the years go by we are growing more and more—especially for fruit—the finest on the market. Come and see.

Time was when we were growing over a hundred varieties, listing 65 or more in our catalog each year. Today we only want the best. If only one variety like Howard No. 17 (Premier) that covers the entire June fruiting season, with Progressive Everbearing—from earliest of all in Spring until the ground freezes in Fall, with unlimited supply of water from our lake near by to irrigate when needed, there is little left to chance. We hold these two varieties the best today and growing better with us year by year. But who knows what Providence may have in store?

Over 5,000 New Varieties

We have over 7,000 seedling plants to fruit this season including over 5,000 varieties, a fourth or a third of which are everbearing. If but one of these proves better than Premier, or one better than Progressive, we will surely let you know.

Elsewhere we have about 15,000 plants from divided crowns of the most mysterious of all everbearers, the most ideal variety that has ever been produced, if it had not reverted or can be regained.

All of above is from our last catalog. To us these new varieties are especially intensely interesting, and doubly so with the passing of another season. There is probably not another such a lot, of which so much is promised, hoped for, or may be expected, in existence. We shall have something to tell you and show you in the future. Of those marked for further trial, some are June varieties. Over a thousand proved everbearing in the Fall as well. Some were from untried hybrid seedlings received from Harlow Rockhill, the originator, along with certain new varieties, exceedingly promising.

To us they seem to say: "Since the world was, we have been waiting for the day."

A first mist and a planet, a crystal and a cell,
A jelly-fish and a saurian, and caves where the cave men dwell.
Then, a sense of law and beauty and a face turned from the clod;
Some call it evolution, and others call it God.

Strawberries For Canning

Half Price If You Pick Them Yourself

Monday, Wednesday, Friday—While They Last

As usual we had our own pickers until about mid-season when prices are lowest and the fruit most plentiful, when we let the people in, coming mostly from the city and near by. Others from as far as twenty miles around bringing their own crates and baskets, or we furnished them to be redeemed at cost if returned in good order—a practice we have followed more or less for over thirty years. At first on Monday only, then every day but Sunday while they lasted. Later, owing to the crowds we set these field days for Mondays, Wednesdays and Fridays only. We let them in at 7:00 o'clock a. m. More often a hundred may be counted around 9:00 or 10:00 o'clock with all over for the day by noon.

We never have any strawberries picked on shares or in this way only to the end of the June fruiting.

This plan works well with the nurseryman who has odds and ends of rows of many different varieties. It is different with us nowadays with our few and only best varieties, but on the whole it pays us well and is a great attraction.

NOTE. We grow more Premier and Howard than all other June varieties combined—the finest early to late June variety we have ever grown or seen. These two are one and the same variety that was originated by A. B. Howard & Son, of Massachusetts, in 1906. Best known as Howard No. 17 in the East. We are still keeping them apart. We have its history on file from the beginning, but what is more important now is that it is the great commercial variety today.

For many years we have always plowed the old plants under after their first June fruiting, but with the advent of Progressive—of such extreme vitality and hardiness—we found it profitable to save the mother plants to fruit the second Fall under thorough cultivation after digging the runner plants in Spring—a sort of rough hill culture. Later on, whenever the mother plants of "Premier" or "Howard" had been left when digging they showed this like superiority among the June varieties as did Progressive among the everbearers so we save the mother plants of these as well which make good rows. As we do not dig these rows to sell or to reset there are more to fruit of this finest of all June varieties, which is of course the great attraction.

We have nearly a half-million Howard and Premier this time—our special strain—good rows, about right for fruiting. From carbon copies left by the Inspectors we note (written underlined): **Excellent Care Taken. Nice Stock**, which means strong plants and finest fruit from any left unsold.

THE EVERBEARERS

We were again sold out early of the Progressive and Champion—the leading everbearers, returning orders and remittances for many thousand plants that could not be supplied.

We introduced Progressive in 1913 as a novelty, predicting that it would become a great commercial variety in the future near the larger towns and cities, but that its greatest stronghold would always be in the family garden everywhere. Last year we told of one of our customers who had realized \$2,359.50 per acre from 30,000 plants got of us in the Spring of 1925, grown hill culture under irrigation, and ordering 60,000 more of us for 1926 and again 60,000 more for 1927. This variety is a good strong grower, but like all everbearers there are always some plants that go all to fruit, building up large size, making few if any new plants. They are the natural hill culture variety, doing best in hills or thin set rows when the fruit is large and fine and produced in great abundance throughout the Summer and Fall. The earliest of all varieties at the regular June fruiting in the Spring, we have discarded all other everbearers of the past for this, depending on Progressive while trying out the new. We believe we have as good, if not the best, strain of this variety in existence.

Champion is like Progressive. Our plants were from the introducer. Said to be a seedling of Progressive. It's a good one, anyway.

Mastadon is a good grower and productive. The fruit is large and handsome in the sunshine, but slow to ripen under the foliage. Of good, but not high quality like the Progressive.

HILL CULTURE

Set out in three-foot rows, the plants 14 inches in the row (about 12,000 plants per acre) or in two foot check rows to cultivate both ways (about 11,000 plants per acre). Keep plants disbudded until well established (about July 10). Keep off all runners and keep the soil at all times loose and lively by thorough cultivation and repeat—the more you give the more you will receive.

For matted rows we grow the June varieties 3½ feet by 14 to 18 inches in the row (about 6,000 plants per acre).

We know how it is with farmers. We have 84 acres here at Round Lake Farm, but our only money crop is fruit and plants. Last season we did not irrigate in June except a two-year field of Premier to head off frost. This variety is sometimes called frost-proof. Some blossoms were hit in a certain stage of bloom, but there were no buttons or irregularities. It is perhaps the hardest of all June varieties and has never failed with us to produce fine fruit. Later on we used some overhead among the everbearers, including the March, the White Showers and the Skinner systems—all good—each with oscillators and all portable—each wetting down a strip about 50 feet wide before shifting to the next line of temporary iron piping posts. We grow our strawberries in rotation with other crops for best plants possible to grow, mostly soy beans for plowing under or for seed and want no permanent posts or fixtures to interfere when fitting for a crop. Everything is portable except the underground with hydrants and the pumping from a ditch to the lake near by. We are gradually extending this system and hope to have at least ten acres of a forty that corners on the lake adjoining our grove also under irrigation some day.

PRICE LIST

Fifty plants of one variety at hundred rates; 500 plants of one variety at 1,000 rates.

(P) for Perfect; (I) for Imperfect blossoms.

The Everbearers are in blackface type.

By Express, not Paid	Per 12	Per 100	Per 1,000	
Dr. Burrill (P) -----	\$0.20	\$0.85	\$ 5.00	BUY PLANTS DELIVERED TO YOUR DOOR BY PARCEL POST FRESH DUG AND NO DELAY
Champion (P) -----	.40	2.00	---	
Howard No. 17 (P) -----	.20	.85	7.00	
K's Big Late (I) -----	.20	.85	7.00	
Premier (P) -----	.20	.85	7.00	
Mastadon (P) -----	.40	2.00	15.00	
Progressive (P) -----	.40	2.00	15.00	
Sen. Dunlap (P) -----	.20	.85	5.00	

If by Parcel Post, add 8c per 100 plants to zones 1 and 2 (or up to 150 miles from Jackson, Michigan); 10c per 100 plants to zone 3 (150 to 300 miles); 15c per 100 to zone 4 (300 to 600 miles); 20c per 100 to zone 5 (600 to 1,000 miles); 25c per 100 to zone 6 (1,000 to 1,400 miles); 30c per 100 to zone 7 (1,400 to 1,800 miles); 35c per 100 to zone 8 (over 1,800 miles).

ORDER EARLY! A good way is to enclose part payment, the balance later, with final instructions. We are always concerned that you have the plants just when wanted **fresh dug, clean, ready to set out**. It is a mistake to regard plants trimmed with iron rakes, leaving more or less cracked crowns, to be dug and bunched without retrimming, or inspection, or digging large quantities in advance to hold for rush orders or any orders to go later on, as efficiency, no matter what the saving in the overhead.

WE GUARANTEE OUR PLANTS true to name and to reach their destination in good condition by express or mail to all parts of the United States **from April 1 to May 5**. Should a package go astray, be damaged or destroyed enroute, or any error we have made, to be notified at once.

All orders promptly acknowledged and notice sent when plants are shipped unless forwarded by next mail. **Our Certificate of Inspection is attached to every package.**

We like to have our customers say **when** or proper season, or ship when notified and let us know a few days in advance. **We do not substitute without permission.**

Terms: Cash with order, but orders will be booked to hold if part payment is enclosed, the balance to be sent before shipment. Remit by Postoffice or Express money order, bank draft or check or small sums in stamps. **A check is often more convenient** for our customers and by courtesy of our banker is equally acceptable to us.

Muncie, Ind., R. 1, May 20, 1928.

Dear Mr. Flansburgh:

The Premier came yesterday. What robust plants! Everybody that saw them said, "What big, healthy plants!" Our mail man said, "The best he had delivered" The strawberry plants from you have done well, something over 500 bushels in the past two years I am 72 years old I live in the edge of Muncie and they are building all around I will say good bye for this time.

Sincerely yours,

L. G. COWING.

Above are extracts from a letter from a long-time customer with whom we have dealt for 30 years or more and with his father before him. He says, "How many times I have thought to write you, if sure to interest you."

We have had many interesting letters from him from his winter home in Florida or from Muncie, Indiana, but have never seen him, though we have a large and growing trade among friends to whom he has recommended us and especially for our Premier.

Whether an equal or greater profit growing this variety for fruit, we are glad to have the plants for such customers and friends.

CHERRY RED

A NEW PRIMULINUS-GRANDIFLORUS HYBRID GLADIOLUS originated by Harlow Rockhill. Won first premium for best hybrid of its class at Iowa State Fair, 1927.

Iowa State College, Ames, Iowa, Oct. 2, 1928.

We grew this seedling along with the other forcing varieties and I had an opportunity of comparing it with the California-Virginia, which is supposed to be an ideal forcing red gladiolus. The Cherry Red seedling gave an excellent account of itself. If I recall correctly, every bulb had one or more spikes and they were of excellent quality. The flowers were formed early and from the results secured here, I can recommend it as a good forcing gladiolus. The seedling also produced good flowers in the garden as in other years. (Third year trial in garden.)

Sincerely yours,

E. C. VOLZ, Professor of Floriculture.

Cornell University, Ithaca, New York, Oct. 5, 1928.

The 10 bulbs which you sent produced 21 flower spikes, 15 of which produced side branches of value. The color was exceptionally brilliant and the lasting quality of the florets very good. We have listed Cherry Red as a monocolored gladiolus free from major throat markings. The variety grew well and stood up well as a garden variety.

Yours very truly,

ALFRED M. S. PRIDHAM.

Cherry Red is one of the brightest, liveliest colored glads. Everyone who sees it wants bulbs. Sooner or later you will grow it. It costs so little to get a start direct from the original stock. There will be a demand for bulbs in every neighborhood. Get your bulbs first! Price of bulbs: Large \$3.00 each, Medium \$2.00, Small \$1.00, postpaid. One of the most valuable new flowers offered this year. Stock limited. Order early.

Harlow Rockhill, Conrad, Iowa.